

Abstract

Diploma thesis „Media image of China in Czech daily newspapers in the year of holding the 2008 Summer Olympic Games“ tries to capture a media image of China in Czech daily newspapers represented by MF Dnes, Pravo and Hospodarske noviny. The analysed time period is the whole year 2008, the year of the Summer Olympic Games in Peking, when China got even into the biggest interest of media. The method of the diploma thesis is to examine chosen articles with quantitative content analysis which tries to answer the questions regarding the thematic agenda of the newspapers connected to China, originality of the stories or the positive or negative character of the articles in general. Last but not least the analysis takes into account the phenomenon of Olympic Games and the tense events around them which also brought its part of articles and topics. As the analysis deals with a trio of newspapers with various reader's profiles, it focuses on differences among them too.